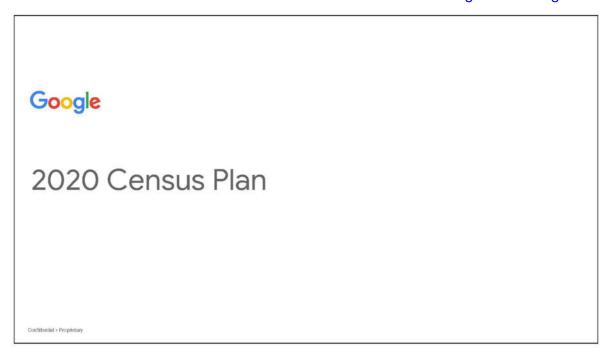
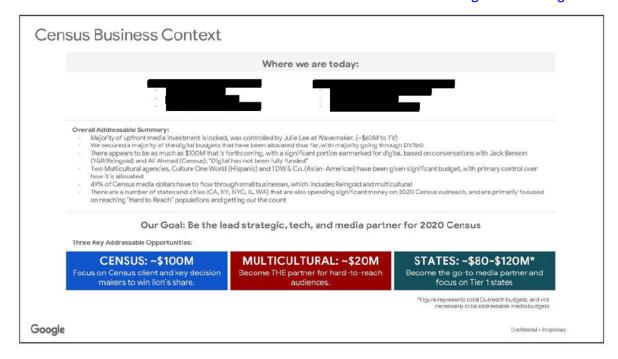
## PX 166 (Google's Proposed Redactions)



WHAT ARE WE solving for? Paint big picture.



## Future Census Funding Addressable → ~\$100M Key Clients → All Ahmad (Census), Jack Benson (\*SR/Reingold), Alex Hughes (\*SR), potentially Julie Lee (Wavemaker) // Influencer/Advocate: Steven Buckner (Census), Karen Dunn Kelley (Commerce) What they care about → Misinformation, Bad Actors, Equitable Reach, Political Optics, telling the story post-Census Current State of Play. Census: Currecent contacts with Steven Buckner and Ali Ahmad have had positive effects; we have introduced uncertainty about their current plan and they are interested in hearing our perspective. They would like to have a "360 Census/Google meeting" with both Policy and Ads to discuss their biggest concerns and hearing our POV (Targeting Week of 872). Team \*Y6R Leadership: Jack and Alex are supportive of our efforts to influence Census thinking; and can serve as powerful influencers after Census raises concerns internally Wavemaker (Julie Lee): While Julie has kept us at arms length, she has read our initial POV and is open to continued discussion about potential "high-impact" media initiatives What needs to happen? How will we get there? Initial 360 meeting (week of 8/12); Goal is to establish a regular cadence for future 360 meetings, and understand timing/ Convey to Census what an effective Google/Government relationship looks like (e.g. Elections, FDA, Healthcare), and establish ourselves as advisors and influencers (Policy and Ads). Build 5 present our POV on how Census to allocate their budget to maximize equilable reach and drive Census completes. Clearly demonstrate the value and control their ad tech infrastructure delivers - position it as the premiere platform for ad dollars. Prove we are the partner to help Census tell its success story. cadence for future 360 meetings, and understand timingly decision process of \$100M. Present Google's existing media strategy and unfunded recommendations to Census (September). Secure meeting with Julie to present media strategy and unfunded recommendations (September). Measurement presentation, proposal, and discussion (September). Census needs to believe they cannot successfully pull off the Census without Google's insight, expertise, and media Bi-weekly cadence leading up to Census launch: Regular Policy Updates Insights we're seeing that can inform Census strategy; Establishing Google is the conduit to misinformation (e.g. Google news volume, search but DMA). Bi-weekly meeting with Buckner starting in September Bi-weekly cadence leading up to Census launch starting in September Establish monthly Alex / Courtney check-ins (mirror AARP) Google establishes a regular cadence/partnership with the search by DMA) Census directly Census: you cannot reach these audiences and drive signups w/o Google - Agencies: Census narrative + media strategy and factics Census: Introducing the best practices we currently use across the Federal Government, articulating what "good" looks like (Buckner expressed interest in this already) GMP Agency Training: Getting ReingoldIMCs the support they need to be set up for success (GMP and Creative) - Initial Joint Strategy Session with Reingold (Mid August) DV360 trainings starting in September - Creative meetings in September - Creative meetings in September Google infuses operational excellence at every level of the Census effort Google Confidential + Proprietary

